

USER RESEARCH CONSULTANCY

G-Cloud 15

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Overview

The User Research Consultancy service provides professional consultancy support in conducting user research as part of digital solution developments.

Description of the Service

In transitioning to the Cloud or between Cloud services and delivering new digital products, understanding the needs of users – whether they are end users or internal users – is crucial. It is vital to understand who they are, what they need from the service and how they will use it.

Within this service we can provide a range of supporting services including:

- identifying and categorising user groups, internal and external;
- conducting surveys, questionnaires and interviews to understand the characteristics of different users and their needs;
- building personas of sample users to use as the base for service development;
- developing user journeys to illustrate how users will use the service;
- working with UX designers, content designers and service designers to ensure they are aware of the needs of users and to review outputs from a user perspective.

We work with your team to understand your internal capability to support your transformation project and to identify gaps in capability or capacity. This allows us to create a bespoke work package of consultancy services across the various disciplines to complement your team delivering against clear requirements and/or deliverables.

We will ensure that our team possess the appropriate skills and qualifications to deliver the work and have experience of working in your sector or equivalent transferable skills.

We will seek to transfer knowledge and skills to your internal teams both to allow smooth transition to business as usual and to reduce your ongoing need for consultancy to optimise value for money.

Our Delivery Approach

We run an associate based consultancy model, where we supplement our internal capability with specialist external associates to ensure we can provide a team who are ideally matched to your specific requirements. When we agree the work with you, where required we will identify suitable associates from our specialist pool who will be engaged by us on demand for as long as the engagement lasts. We will take responsibility for any work delivered by these associates.

How to Order

Under G-Cloud, the first step in ordering any service is to develop a statement of requirements and conduct appropriate searches on the Digital Marketplace, assessing the matching services to determine which one best meets your needs.

Following this, you should contact us by telephone or email to discuss your requirements and ensure we are able to assist. We will discuss the requirements and scope out the work and the size and composition of the team, and agree the expected duration of the work and the pricing.

You can then send us a G-Cloud Order Form which formally instructs us to commence service provision. We are happy to help draft this is required. As soon as the order form is signed by both parties, we will commence with resourcing and onboarding the team.

Initiation and Onboarding

After receipt of the signed Order Form, we will allocate a delivery team which may include permanent consultants and specialist associates. We will aim to deploy a team within a week of receipt of the Order Form. Prior to the engagement, our team will be briefed on the requirements, scope and expected deliverables. From the start of the engagement our team will work with you to identify key stakeholders and agree the work plan.

Resource Changes and Termination

We recognise that during assignments there may be changes to the requirements and that we may need to adjust the resourcing to ensure we adapt to these changes. Similarly, there may be a requirement to terminate the engagement or reduce the scope due to changing priorities. We will always aim to be flexible in ramping down resources. Our standard terms for termination for convenience are five working days.

Customer Responsibilities

We will seek to work alongside your team as far as possible to facilitate knowledge sharing. You will need to provide appropriate contacts to liaise with our team including facilitating contacts with parts of your organisation and any third parties. We will also verification from you of satisfactory delivery of service on a regular basis.

We will ensure that all team members supplied to you are vetted in line with BPSS. In the event that you require higher level of clearance, we will identify suitably cleared consultants but will expect you to hold their clearances. We will also look to you to sponsor SC clearance and above where this is required.

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